ABSTRACT OF THE DISCLOSURE

ALLOWING A USER TO DETERMINE WHETHER TO VIEW WEB CONTENT BASED ON COST

A method, system and computer program for delivering content from an Internet content server to a user device that has a limited sized display, such as found on a Personal Digital Assistant (PDA). A billing server, which may be the Internet web page content server or an intermediary web server, sends a cost option to the user device. The user of the device has an option of receiving, if at all, the content from the web page for a cost. The cost may be dependent on how many, if any, advertising displays the user is willing to receive as part of the web page content. The cost may be dependent on options offered the user, such as how old the content is in the case of time sensitive information such as stock quotes. In a preferred embodiment, the cost option is included in the web page header as a script using a format such as eXtensible Markup Language (XML) or its equivalent for the user device, such as Wireless Markus Language (WML).